

## EAST Search History

| Ref # | Hits | Search Query  | DBs   | Default Operator | Plurals | Time Stamp       |
|-------|------|---|-------|------------------|---------|------------------|
| L2    | 1    | ((propensity or timing or (direct adj response)) adj model) with probability  | USPAT | AND              | ON      | 2006/03/02 13:57 |
| L3    | 10   | ((propensity or timing or (direct adj response)) adj model) with customer   | USPAT | AND              | ON      | 2006/03/02 13:57 |
| S2    | 22   | (customer adj list) same profile  | USPAT | AND              | ON      | 2006/01/31 15:16 |
| S9    | 167  | (probability or likelihood) with (response or respond or purchase) with (product or offer or advertisement)   | USPAT | AND              | ON      | 2006/02/27 11:15 |
| S10   | 178  | (probability or likelihood) with (response or respond or purchase or buy) with (product or offer or advertisement)  | USPAT | AND              | ON      | 2006/02/27 11:15 |
| S11   | 4    | (bid) with ((customer or consumer) near (list or database))   | USPAT | AND              | ON      | 2006/02/27 11:48 |
| S12   | 592  | ((customer or consumer) adj (list))   | USPAT | AND              | ON      | 2006/02/27 11:48 |
| S13   | 32   | S12 with (auction or bid or buy or purchase)  | USPAT | AND              | ON      | 2006/02/28 11:55 |
| S14   | 419  | (propensity or timing or (direct adj response)) adj model   | USPAT | AND              | ON      | 2006/02/28 11:57 |
| S15   | 2    | S14 same (probability or likelihood)  | USPAT | AND              | ON      | 2006/02/28 11:57 |
| S16   | 10   | ((propensity or timing or (direct adj response)) adj model) same (customer or consumer or buyer)  | USPAT | AND              | ON      | 2006/03/02 12:22 |
| S17   | 8    | (select or choose) adj (customer or consumer or buyer) near (profile or demographic)  | USPAT | AND              | ON      | 2006/02/28 15:04 |
| S18   | 16   | ("6,243,691" "6,226,623" "6,183,362" "6,182,054" "6,115,691" "6,078,892" "6,073,112" "6,061,506" "6,049,782" "6,029,068" "6,012,045" "5,966,695" "5,963,910" "5,962,289" "5,956,693" "5,930,764" "5,835,896").pn. | USPAT | OR               | ON      | 2006/03/01 10:50 |
| S19   | 209  | customer with cluster   | USPAT | OR               | ON      | 2006/03/01 10:51 |
| S20   | 31   | customer with (cluster or clustering) with group  | USPAT | OR               | ON      | 2006/03/01 10:56 |
| S22   | 1    | "5717989".pn.   | USPAT | OR               | ON      | 2006/03/01 11:00 |
| S23   | 1    | "5794207".pn.   | USPAT | OR               | ON      | 2006/03/01 11:02 |
| S24   | 1    | "6598026".pn.   | USPAT | OR               | ON      | 2006/03/01 11:05 |

## EAST Search History

|     |      |   |          |     |    |                  |
|-----|------|---|----------|-----|----|------------------|
| S25 | 8    | (group or cluster) with customer with probability         | USPAT    | AND | ON | 2006/03/01 11:11 |
| S26 | 3    | (cluster) with customer near needs!                       | USPAT    | AND | ON | 2006/03/01 11:18 |
| S27 | 4516 | customer near needs                                       | USPAT    | AND | ON | 2006/03/01 11:18 |
| S28 | 57   | (customer near needs) with (group or cluster or segment)  | USPAT    | AND | ON | 2006/03/01 11:21 |
| S29 | 1    | 09/827762   | US-PGPUB | AND | ON | 2006/03/01 11:21 |
| S32 | 419  | (propensity or timing or (direct adj response)) adj model | USPAT    | AND | ON | 2006/03/02 13:56 |
| S34 | 66   | dutch adj auction   | USPAT    | AND | ON | 2006/03/01 15:23 |
| S36 | 1    | "5835896".pn.   | USPAT    | AND | ON | 2006/03/01 15:24 |
| S37 | 845  | cluster adj analysis                                      | USPAT    | AND | ON | 2006/03/02 12:22 |
| S38 | 5    | S37 with customer   | USPAT    | AND | ON | 2006/03/02 12:22 |